

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

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What is claimed is:

1. (Original) A method for providing discounted media placement to a plurality of advertisers, the method comprising acts of:

10 acting as an intermediary between a media provider and the plurality of
advertisers;
 receiving a large block of media at a volume-discounted price from
a media provider;
 dividing the large block of media into a plurality of smaller media
blocks;
15 providing a first smaller media block to a first advertiser at a first
volume-discounted price; and
 providing a second smaller media block to a second advertiser at a
second volume-discounted price, whereby through receiving and dividing
the large block of media into a plurality of smaller media blocks, the
20 plurality of advertisers receive media placement at a volume-discounted
price.

2. (Original) A method for providing discounted media placement to a plurality of
advertisers as set forth in Claim 1, wherein the act of receiving a large block of
25 media at a volume-discounted price from a media provider, the large block of
media is received in a form selected from a group consisting of radio, television, a
tradeshow, a billboard, Internet, a sponsorship advertisement, television
placement, a print advertisement, and an Internet keyword.

3. (Original) A method for providing discounted media placement to a plurality of advertisers as set forth in Claim 2, wherein the act of acting as an intermediary between a media provider and the plurality of advertisers, further comprises an act of negotiating directly with the media provider for a discounted price based on volume.

4. (Original) A method for providing discounted media placement to a plurality of advertisers as set forth in Claim 3, wherein the act of dividing the large block of media into a plurality of smaller media blocks further comprises acts of:

breaking up the large media block into the plurality of smaller media blocks, where each of the plurality of smaller media blocks is a participation opportunity; and

offering the participation opportunity to an advertiser.

5. (Original) A method for providing discounted media placement to a plurality of advertisers as set forth in Claim 1, wherein the act of acting as an intermediary between a media provider and the plurality of advertisers, further comprises an act of negotiating directly with the media provider for a discounted price based on volume.

6. (Original) A method for providing discounted media placement to a plurality of advertisers as set forth in Claim 1, wherein the act of dividing the large block of media into a plurality of smaller media blocks further comprises acts of:

breaking up the large media block into the plurality of smaller media blocks, where each of the plurality of smaller media blocks is a participation opportunity; and

offering the participation opportunity to an advertiser.

7. (Currently Amended) A method for providing discounted marketing services to an advertiser in a specific industry, the method comprising acts of

~~researching a market in~~ selecting a specific industry;

developing a media plan for a plurality of advertisers in the specific

industry;

negotiating directly with a media provider for a discounted price on a large block of media based on volume;

dividing the large block of media into a plurality of smaller blocks, where each smaller block of media is a participation opportunity; and

selling the participation opportunity to an advertiser, whereby through negotiating for and dividing the large block of media into a plurality of smaller blocks, an advertiser purchasing a participation opportunity receives media placement at a volume-discounted price.

8. (Currently Amended) A method for providing discounted marketing services to an advertiser in a specific industry as set forth in Claim 7, ~~wherein the act of researching a market in specific industry further comprises~~ further comprising an act of selecting ~~an~~ the specific industry from a group consisting of a financial services industry, automotive industry, computer industry, real estate industry, and transportation industry.

9. (Currently Amended) A method for providing discounted marketing services to an advertiser in a specific industry as set forth in Claim 8, ~~wherein the act of developing a media plan for a plurality of advertisers in the specific industry~~ further comprising ~~comprises~~ an act of selecting credit unions as an industry segment within the financial services industry.

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49. (Original) A method for providing discounted media placement to a plurality of advertisers, the method comprising acts of:

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acting as an intermediary between a media provider and the plurality of advertisers;

receiving a large block of media at a volume-discounted price from a media provider;

dividing the large block of media into a plurality of smaller media blocks;

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providing the plurality of smaller media blocks to a plurality of advertisers at volume-discounted prices, whereby through receiving and dividing the large block of media into a plurality of smaller media blocks, the plurality of advertisers are able to receive media placement at a volume-discounted price.

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